

CASE STUDY

Stikeman Elliott

Three small changes add up



The Situation

- Stikeman Elliott is a large international law firm headquartered in Toronto that launched its Going Green Program during Earth Hour in 2008.

The Goals

- Build environmental awareness among employees to achieve measurable results in the areas of waste reduction and recycling.
- Reduce the firm's paper usage across Canada.

How It Was Done

- Between March and June 2008, Stikeman Elliott launched a pilot double-sided printing program in their Toronto office. The program included:
 - Refitting office printers with more effective double-sided printing components.
 - Creating a new "double-sided" printing icon for Microsoft applications like Word and Excel to encourage faster and easier adoption.

- Stikeman Elliott rolled out a double-sided printing default standard across all Canadian offices.
- The firm also reduced the size of its standard font setting from 12 to 11 point font. Employees were encouraged to distribute files electronically whenever possible.

The Outcome

- By the end of 2008, 53 per cent of the Toronto office's printing was double-sided.
- By the end of 2009, the firm had saved over six million sheets of paper through the double-sided printing initiative, representing almost \$50,000 in savings.

Visit www.stikeman.com to learn more about their environmental initiatives.

Stikeman Elliott did not stop at paper reduction!
In April 2009 Stikeman Elliott LLP went "carbon neutral," becoming the first national Canadian law firm to do so.